

Ashley Cavadas

Isabel Marant





History

Isabel Marant is a French fashion designer know for her bohemian aesthetic

Marant was born in Paris, France, in 1967. She studied fashion design at the Duperré Institute in Paris, and then worked as an assistant to several fashion designers before launching her own brand in 1994.

- 1989 Isabel Marant launched Twen
- 1995 She held her first show under hew own name
- 1998 Isabel Marant opened her first boutique in Paris

Brand Personality

- Bohemian chic
- Western
- Parisian elegance
- Effortlessly cool
- Timeless
- Nonchalant
- Feminine
- Casual





Target Customer



- “That french girl who just rolled out of bed”
- All ages from young fashion forward individuals to older women who appreciate the brands timeless designs
- Disposable income
- Seeking comfort and elegance
- Early Adopters to trends
- Willing to invest in high quality pieces
- Often worn by celebrities



Characteristics

- Vintage fabrics and patterns
- Details and embroidering
- Neutral and earthy color palette
- Playful proportions
- Bold prints and textures
- Statement accessories



Product Scope

- WINTER 2024
- LEOPARD SELECTION
- WEDGE SNEAKERS
- COATS
- JACKETS
- KNITWEAR
- DRESSES & SKIRTS
- PANTS & SHORTS
- TEE-SHIRTS & SWEATSHIRTS
- TOPS & SHIRTS
- DENIM
- SWIMWEAR
- SHOES
- BAGS
- ACCESORIES
- MEN



Isabel Marant

SPRING 2025 READY-TO-WEAR





Brand Extension

These viral Isabel Marant wedge sneakers have been everywhere recently, and is what inspired my design. My design takes components from the bohemian footwear in the recent Spring 2025 RTW show. This whole show was filled with elements of nuboheme, which is a mix of western and bohemian aesthetics. I combined this classic heeled wedge shape with a gold metallic strappy sandal to extend on these nuboheme themes.



ISABEL MARANT

